



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Buying Time, LLC
650 Massachusetts Avenue NW
Suite 210
Washington, DC 20001

Contract # 327013

Schedule Dates 10/25/12-10/29/12
Advertiser Pol/L Coleman/D/LTG/NC (16812)
Agency Buying Time, LLC (2536)
Product Political (1065)
Brand 2179 LTG (135195)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KLEBAHN, KATE
Phone/Fax /
CPE 372/378/2179
Account Types National/Political
Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** LINDA COLEMAN FOR
LIEUTENANT GOVERNOR

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Jill Hipskind
CO-OP No
Headline # 06276598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,014.50
Net Total \$28,415.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 24 \$22,405.00
Nov. 2012 11 \$11,025.00
Grand Total: 35 \$33,430.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|------------------------|---------|
| 1.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 5A- 5:30A (EST) | | | | | | 1 | | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |
| 2.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 5P- 5:30P (EST) | | | | | | 1 | | | 1 | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:00PM | 8/14/12 |
| 3.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 5:30A- 6A (EST) | | | | | | 1 | | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |
| 4.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 5:30P- 6P (EST) | | | | | | 1 | | | 1 | \$1,300.00 | \$1,300.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:30PM | 8/14/12 |
| 5.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 6A- 6:30A (EST) | | | | | | 1 | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6A | 8/14/12 |
| 6.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 6P- 6:30P (EST) | | | | | | 1 | | | 1 | \$1,500.00 | \$1,500.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6:00PM | 8/14/12 |
| 7.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 6A- 6:30A (EST) | | | | | | 1 | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6A | 8/14/12 |
| 8.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 7A- 8A (EST) | | | | | | 1 | | | 1 | \$1,075.00 | \$1,075.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |
| 9.0 | Normal Line / Spot | 10/26/12-10/26/12 | 4 | :30 | 8A- 9A (EST) | | | | | | 1 | | | 1 | \$975.00 | \$975.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |
| 10.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 11P- 11:35P (EST) | | | | | | | | | 1 | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) | EYEWITNESS NEWS 11P | 8/14/12 |
| 11.0 | Normal Line / Spot | 10/29/12-10/29/12 | 5 | :30 | 12P- 1P (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | EYEWITNESS NEWS MIDDAY | 8/14/12 |
| 12.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 5A- 5:30A (EST) | | | | | | | | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |
| 13.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 5P- 5:30P (EST) | | | | | | | | | 1 | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:00PM | 8/14/12 |
| 14.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 5:30A- 6A (EST) | | | | | | | | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |

CONFIRMATION CONTRACT

Accepted Agency: A. W. T. & T.

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Charlotte, NC 28206-2700

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Buying Time, LLC
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Contract # 327013

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Advertiser Pol/L Coleman/D/LTG/NC (16812)
Agency Buying Time, LLC (2536)
Product Political (1065)
Brand 2179 LTG (135195)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KLEBAHN, KATE
Phone/Fax /
CPE 372/378/2179
Account Types National/Political
Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
LIEUTENANT GOVERNOR

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Jill Hipskind
CO-OP No
Headline # 06276598
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,014.50
Net Total \$28,415.50
Sales Tax

Charlotte (WSOC)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 24 | \$22,405.00 |
| Nov. 2012 | 11 | \$11,025.00 |
| Grand Total: | 35 | \$33,430.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|--------------------------|---------|
| 15.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 5:30P- 6P (EST) | 1 | 1 | | | | | | | 1 | \$1,300.00 | \$1,300.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:30PM | 8/14/12 |
| 16.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 6A- 6:30A (EST) | 1 | 1 | | | | | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6A | 8/14/12 |
| 17.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 6P- 6:30P (EST) | 1 | 1 | | | | | | | 1 | \$1,500.00 | \$1,500.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6:00PM | 8/14/12 |
| 18.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 6:30A- 7A (EST) | 1 | 1 | | | | | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 630A | 8/14/12 |
| 19.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 7A- 8A (EST) | 1 | 1 | | | | | | | 1 | \$1,075.00 | \$1,075.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |
| 20.0 | Normal Line / Spot | 10/29/12-10/29/12 | 4 | :30 | 8A- 9A (EST) | 1 | 1 | | | | | | | 1 | \$975.00 | \$975.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |
| 21.0 | Normal Line / Spot | 10/27/12-10/27/12 | 4 | :30 | 12P- 12:30P (EST) | | | | | | | 1 | | 1 | \$390.00 | \$390.00 | Charlotte (WSOC) | EYEWITNESS NEWS SATURDAY | 8/14/12 |
| 22.0 | Normal Line / Spot | 10/27/12-10/27/12 | 5 | :30 | 7P- 7:30P (EST) | | | | | | | 1 | | 1 | \$490.00 | \$490.00 | Charlotte (WSOC) | EYEWITNESS NEWS SAT 6P | 8/14/12 |
| 23.0 | Normal Line / Spot | 10/27/12-10/27/12 | 4 | :30 | 7A- 8A (EST) | | | | | | | 1 | | 1 | \$425.00 | \$425.00 | Charlotte (WSOC) | SATURDAY AM NEWS | 8/14/12 |
| 24.0 | Normal Line / Spot | 10/27/12-10/27/12 | 4 | :30 | 8A- 9A (EST) | | | | | | | 1 | | 1 | \$625.00 | \$625.00 | Charlotte (WSOC) | SATURDAY GMA | 8/14/12 |
| 25.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 11P- 11:35P (EST) | | | | | | | 1 | | 1 | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) | EYEWITNESS NEWS 11P | 8/14/12 |
| 26.0 | Normal Line / Spot | 10/25/12-10/25/12 | 5 | :30 | 12P- 1P (EST) | | | | | | | 1 | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | EYEWITNESS NEWS MIDDAY | 8/14/12 |
| 27.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 5A- 5:30A (EST) | | | | | | | 1 | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |

CONFIRMATION CONTRACT

C:\Users\Bjorn\My Documents\327013

Date:

Accepted Station:

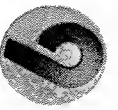
Date:

Comments:

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E Bookend P/B Piggy Back

Printed At: 09:51 AM on Wednesday, August 15 2012



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Sales Office Telerep/Philadelphia
Buyer Name KLEBAHN, KATE
Phone/Fax /
CPE 372/378/2179
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Billing Type Standard
Comments COLEMAN FOR LT GOV
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
LIEUTENANT GOVERNOR

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|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|------------------------|---------|
| 28.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 5P- 5:30P (EST) | | | | | 1 | | | | 1 | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:00PM | 8/14/12 |
| 29.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 5:30A- 6A (EST) | | | | | 1 | | | | 1 | \$525.00 | \$525.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5A | 8/14/12 |
| 30.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 5:30P- 6P (EST) | | | | | 1 | | | | 1 | \$1,300.00 | \$1,300.00 | Charlotte (WSOC) | EYEWITNESS NEWS 5:30PM | 8/14/12 |
| 31.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 6A- 6:30A (EST) | | | | | 1 | | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6A | 8/14/12 |
| 32.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 6P- 6:30P (EST) | | | | | 1 | | | | 1 | \$1,500.00 | \$1,500.00 | Charlotte (WSOC) | EYEWITNESS NEWS 6:00PM | 8/14/12 |
| 33.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 6:30A- 7A (EST) | | | | | 1 | | | | 1 | \$1,175.00 | \$1,175.00 | Charlotte (WSOC) | EYEWITNESS NEWS 630A | 8/14/12 |
| 34.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 7A- 8A (EST) | | | | | 1 | | | | 1 | \$1,075.00 | \$1,075.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |
| 35.0 | Normal Line / Spot | 10/25/12-10/25/12 | 4 | :30 | 8A- 9A (EST) | | | | | 1 | | | | 1 | \$975.00 | \$975.00 | Charlotte (WSOC) | GOOD MORNING AMERICA | 8/14/12 |

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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AUG13/12 18.3
*** WSOC-TV ***

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PROGRAM : EYEWITNESS NEWS 5A  
CON COM1: EYEWITNESS NEWS 5A
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| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 4 | | | 530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM | 30 | 4 | \$1,300.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 5 | | | 600A-630A PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A | 30 | 4 | \$1,175.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 6 | | | 600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM | 30 | 4 | \$1,500.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 7 | | | 630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A | 30 | 4 | \$1,175.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 8 | | | 700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | 30 | 4 | \$1,075.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 9 | | | 800A-900A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | 30 | 4 | \$975.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
| 10 | | | 1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P | 30 | 4 | \$1,200.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 11 | | | 1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1: EYEWITNESS NEWS MIDDAY | 30 | 5 | \$375.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 12 | | | 500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A | 30 | 4 | \$525.00 | 10/29 | 10/29 | 1 | | MON | 1 |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 13 | | | 500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM | 30 | 4 | \$1,200.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 14 | | | 530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A | 30 | 4 | \$525.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 15 | | | 530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM | 30 | 4 | \$1,300.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 16 | | | 600A-630A PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A | 30 | 4 | \$1,175.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 17 | | | 600P-630P PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM | 30 | 4 | \$1,500.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 18 | | | 630A-700A PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A | 30 | 4 | \$1,175.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 19 | | | 700A-800A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | 30 | 4 | \$1,075.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 20 | | | 800A-900A PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | 30 | 4 | \$975.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| 21 | | | 1200N-1230P PROGRAM : EYEWITNESS NEWS SATURDAY CON COM1: EYEWITNESS NEWS SATURDAY | 30 | 4 | \$390.00 | 10/27 | 10/27 | 1 | | SAT | 1 |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 22 | | | 700P-730P PROGRAM : EYEWITNESS NEWS SAT 6P CON COM1: EYEWITNESS NEWS SAT 6P | 30 | 5 | \$490.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 23 | | | 700A-800A PROGRAM : SATURDAY AM NEWS CON COM1: SATURDAY AM NEWS | 30 | 4 | \$425.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 24 | | | 800A-900A PROGRAM : SATURDAY GMA CON COM1: SATURDAY GMA | 30 | 4 | \$625.00 | 10/27 | 10/27 | 1 | | SAT | 1 |
| 25 | | | 1100P-1135P PROGRAM : EYEWITNESS NEWS 11P CON COM1: EYEWITNESS NEWS 11P | 30 | 4 | \$1,200.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 26 | | | 1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1: EYEWITNESS NEWS MIDDAY | 30 | 5 | \$375.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 27 | | | 500A-530A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A | 30 | 4 | \$525.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 28 | | | 500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1: EYEWITNESS NEWS 5:00PM | 30 | 4 | \$1,200.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 29 | | | 530A-600A PROGRAM : EYEWITNESS NEWS 5A CON COM1: EYEWITNESS NEWS 5A | 30 | 4 | \$525.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| 30 | | | 530P-600P PROGRAM : EYEWITNESS NEWS 5:30PM CON COM1: EYEWITNESS NEWS 5:30PM | 30 | 4 | \$1,300.00 | 10/25 | 10/25 | 1 | | THU | 1 |

REP HEADLINE# 6276598
 *** ORIGINAL REV#0 ***

REF. LEAD 010-225-4100
 ORDER WORKSHEET

FAX# 610-225-1191
 HARRIS REPORT FROM REP
 AUG13/12 18.3
 *** WSOC-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 31 | | | 600A-630A | 30 | 4 | \$1,175.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| PROGRAM : EYEWITNESS NEWS 6A CON COM1: EYEWITNESS NEWS 6A | | | | | | | | | | | | |
| 32 | | | 600P-630P | 30 | 4 | \$1,500.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| PROGRAM : EYEWITNESS NEWS 6:00PM CON COM1: EYEWITNESS NEWS 6:00PM | | | | | | | | | | | | |
| 33 | | | 630A-700A | 30 | 4 | \$1,175.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| PROGRAM : EYEWITNESS NEWS 630A CON COM1: EYEWITNESS NEWS 630A | | | | | | | | | | | | |
| 34 | | | 700A-800A | 30 | 4 | \$1,075.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | | | | | | | | | | | | |
| 35 | | | 800A-900A | 30 | 4 | \$975.00 | 10/25 | 10/25 | 1 | | THU | 1 |
| PROGRAM : GOOD MORNING AMERICA CON COM1: GOOD MORNING AMERICA | | | | | | | | | | | | |
| OCT/12 | | | 22405.00 | | | NOV/12 | | | 11025.00 | | | |
| CONTRACT TOTAL | | | | | | | | | | | | 33430.00 |
| TOTAL SPOTS | | | | | | | | | | | | 35 |

MARKET TOTALS \$68,224 WSOC 49% WBTB 36% WCNC 11% WCCB 4% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*